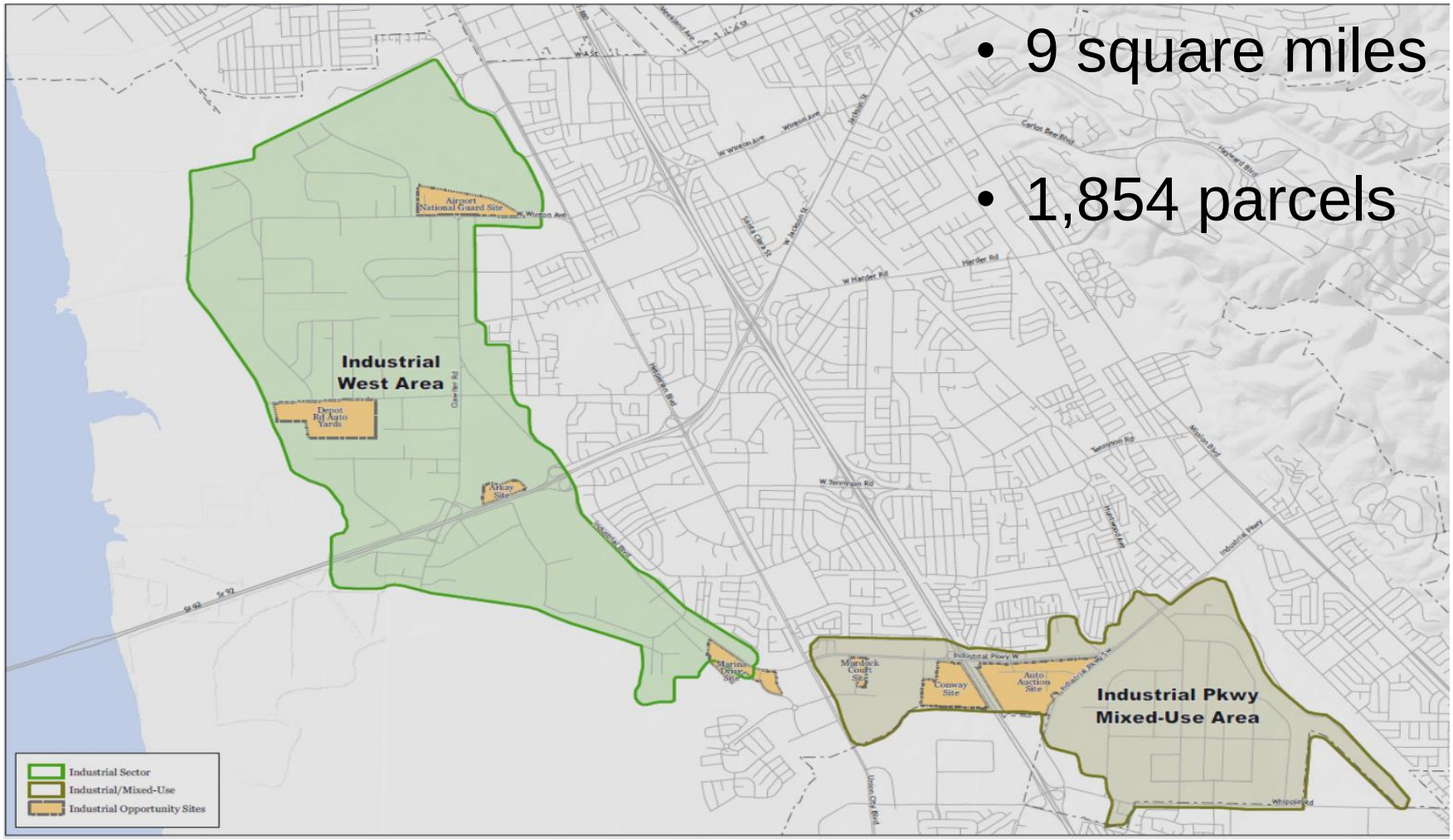
INDUSTRIAL TECHNOLOGY AND INNOVATION CORRIDOR BASELINE PROFILE

March 17, 2015

Introduction

- Baseline information forms foundation for data-driven decision making
- Answers what businesses we have
- Provides data to focus resources and activities

Industrial Technology & Innovation Corridor



- 9 square miles
- 1,854 parcels

Source: Economic Development Strategic Plan

Research Objectives

1. Develop profile of industrial corridor businesses;
2. Create a database to identify major employers and track trends;
3. Assess existence of “clusters” of similar businesses located near one another.

Technical Approach

Data

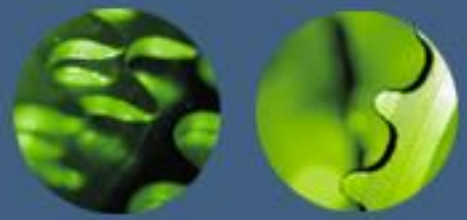
- Developed database, quality control
- Applied U.S. EDA industry sector definitions

Analysis

- Identified major sectors and employers
- Analyzed location and employment patterns

Results

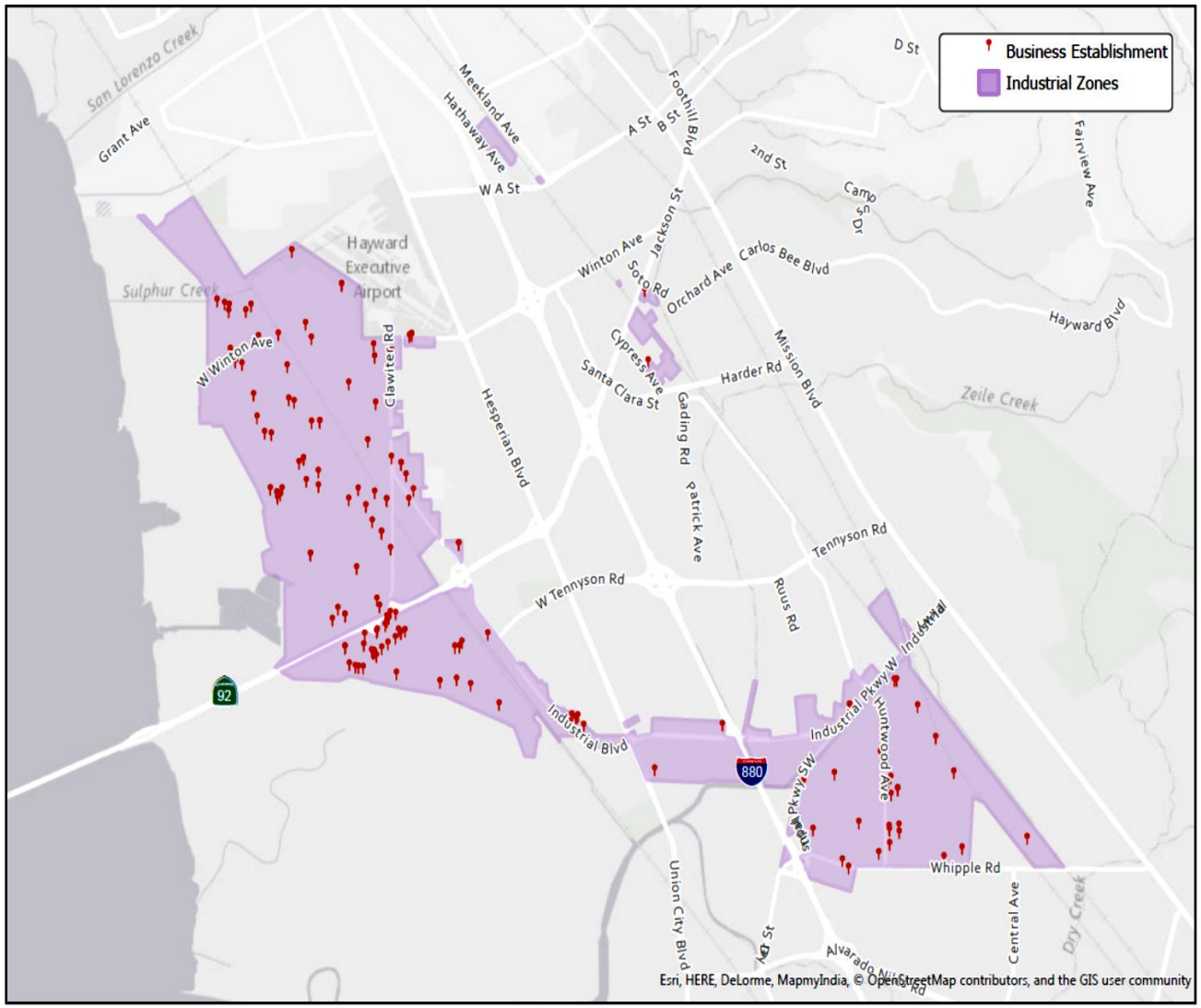
- Identified Trends, Priorities
- Outlined Next Steps



Major Industry Sectors

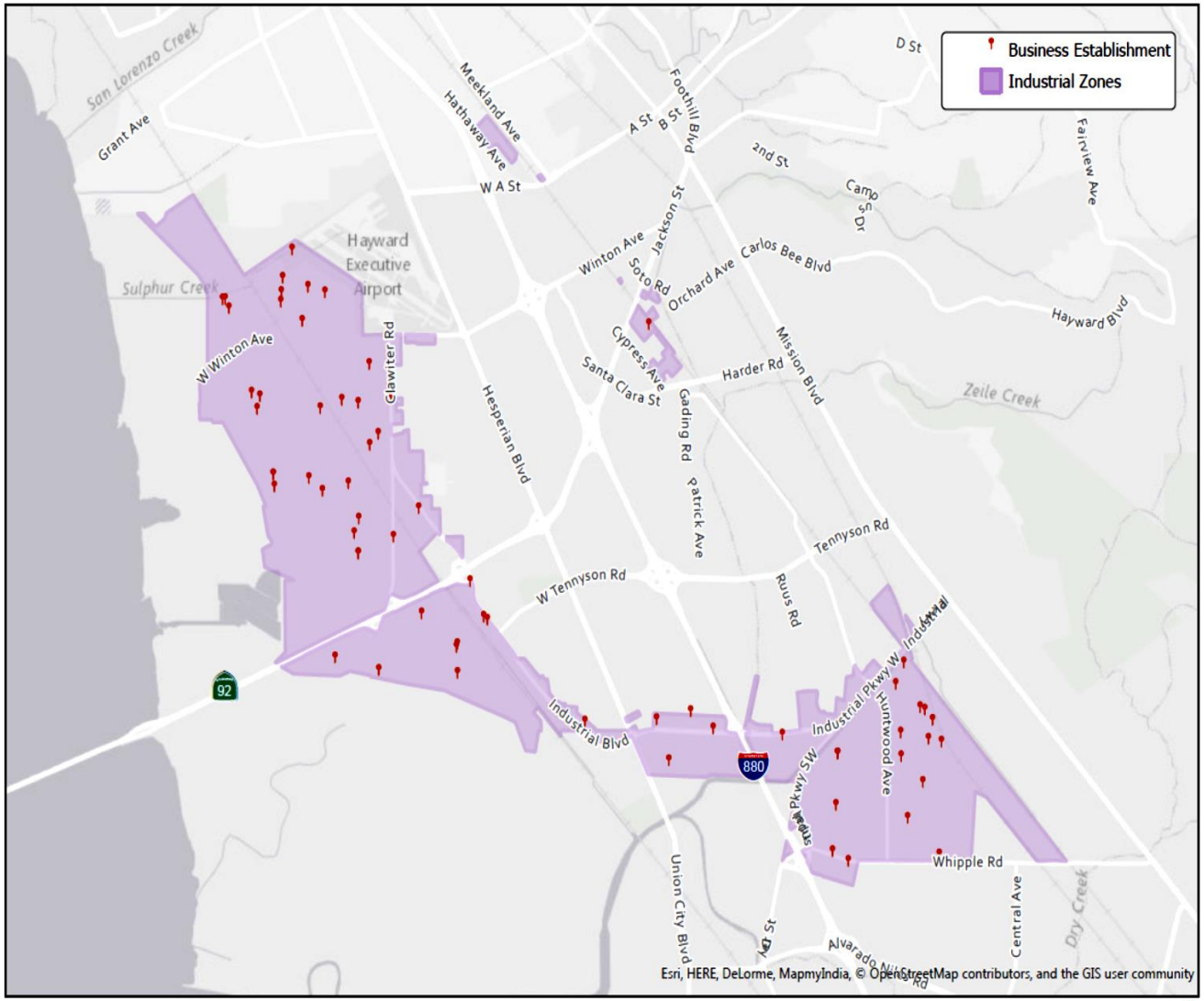
1. Advanced Materials
2. Biomedical, Biotechnical and Life Sciences
3. Business and Financial Services
4. Food and Beverage Manufacturing
5. Information Technology and Telecommunications
6. Transportation and Logistics

Biomedical, Biotechnical & Life Sciences



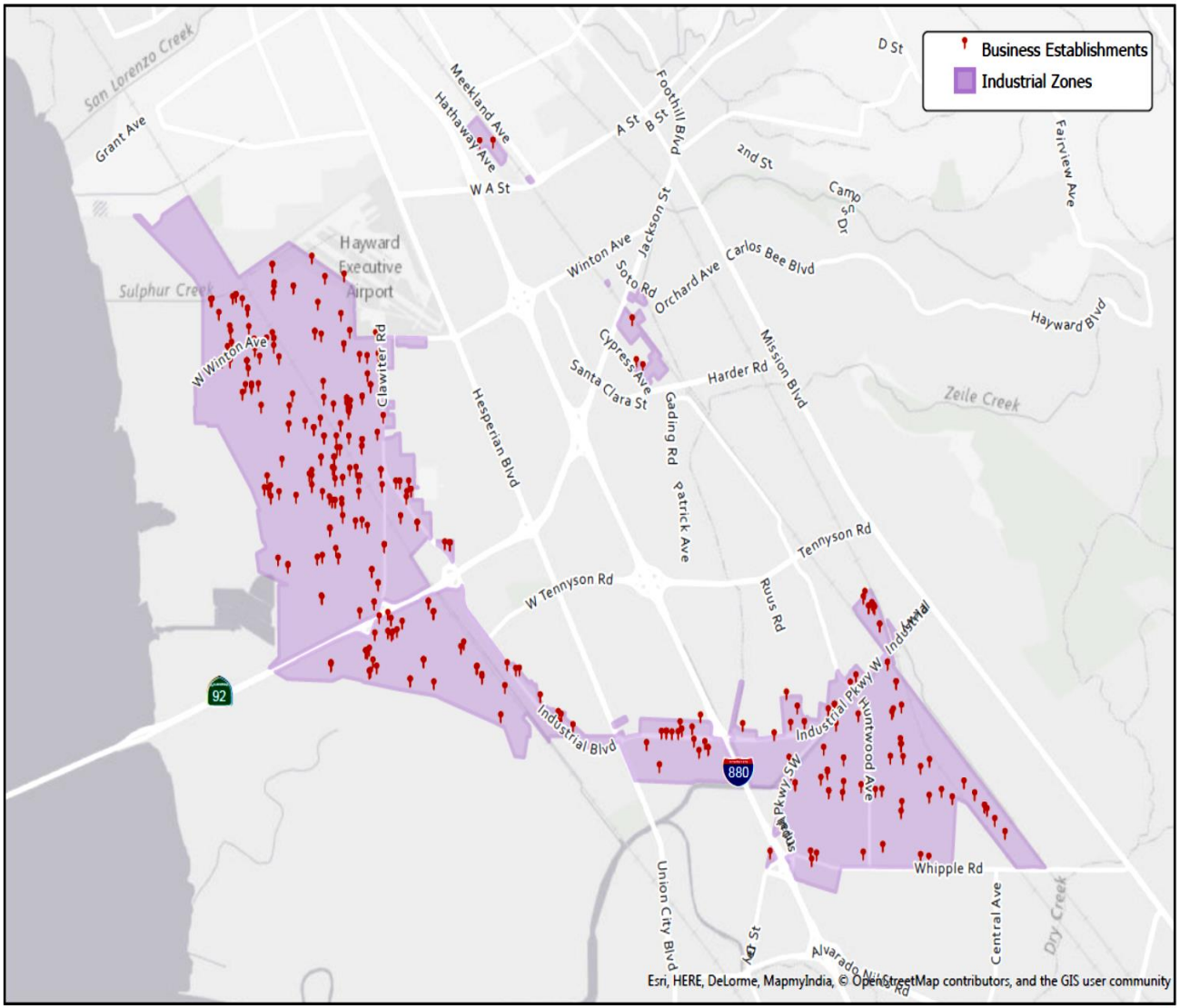
- 400+ firms
- Major employers:
  - IMPAX Labs
  - Illumina
  - Baxter Bio Pharma
  - Solta Medical

Food & Beverage Manufacturing



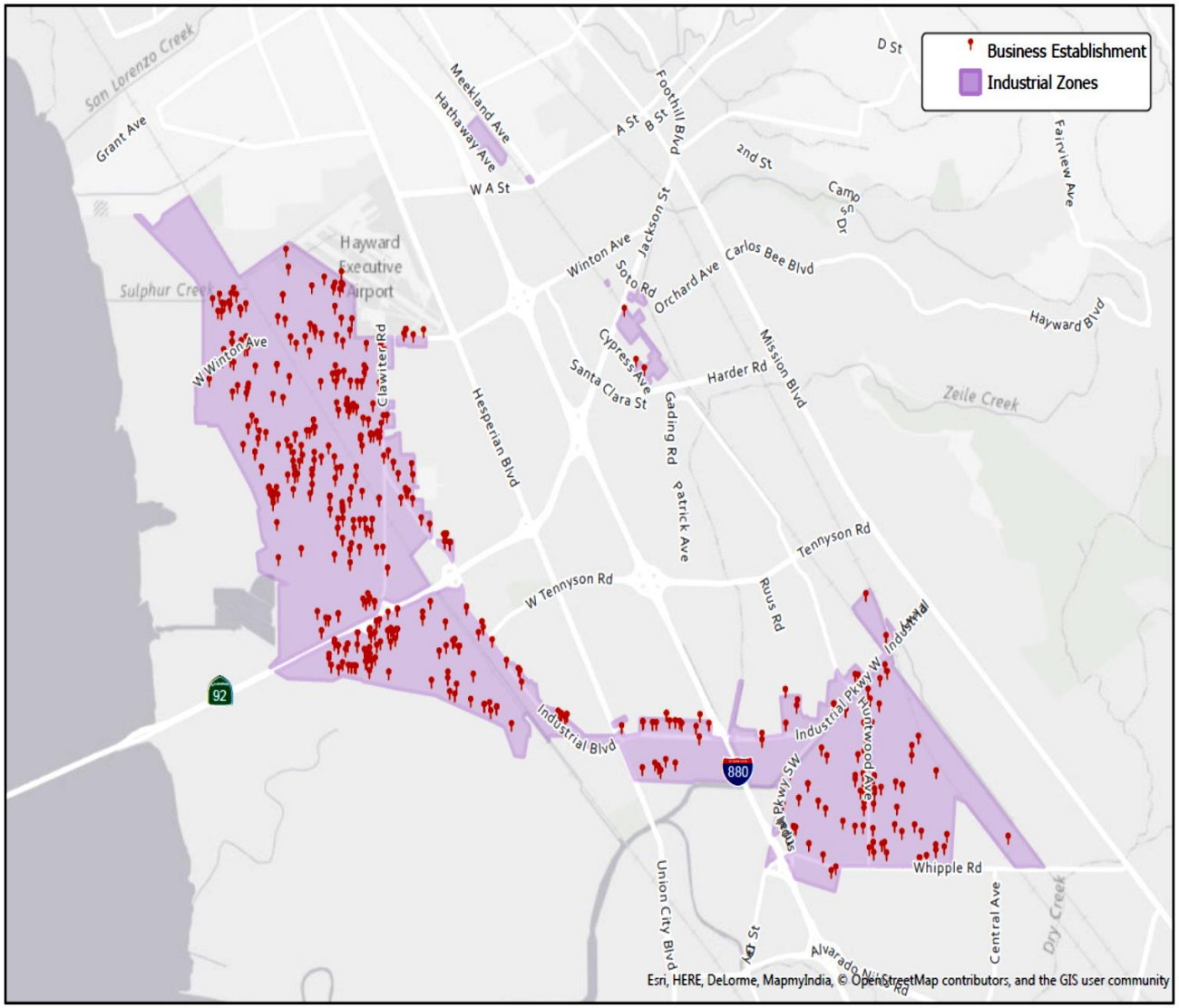
- 105+ firms
- Major employers:
  - Pepsi Bottling
  - Berkeley Farms
  - Sugar Bowl Bakery
  - Best Express Foods
  - Windsor Foods

Transportation & Logistics



- 500+ firms
- Major employers:
  - AC Transit
  - FedEx Freight
  - Con-Way Freight
  - CEVA Logistics
  - YRC Freight

Advanced Industries



- Major industry sectors are spread throughout the industrial corridor
- "**Advanced Industries**" sector category captures a large share of Hayward businesses

What are Advanced Industries?

The 50 Industries That Constitute the Advanced Industries Sector

MANUFACTURING		ENERGY
Aerospace Products and Parts	Motor Vehicles	Electric Power Generation, Trans., and Distribution
Agr., Construction, and Mining Machinery	Navigation, Measurement, and Control Instruments	Metal Ore Mining
Aluminum Production and Processing	Other Chemical Products	Oil and Gas Extraction
Audio and Video Equipment	Other Electrical Equipment and Components	**SERVICES**
Basic Chemicals	Other General Purpose Machinery	Architecture and Engineering
Clay Products	Other Miscellaneous Manufacturing	Cable and Other Subscription Programming
Commercial and Service Industry Machinery	Other Nonmetallic Mineral Products	Computer Systems Design
Communications Equipment	Other Transportation Equipment	Data Processing and Hosting
Computers and Peripheral Equipment	Pesticides, Fertilizers, and Other Agr. Chemicals	Medical and Diagnostic Laboratories
Electric Lighting Equipment	Petroleum and Coal Products	Mgmt., Scientific, and Technical Consulting
Electrical Equipment	Pharmaceuticals and Medicine	Other Information Services
Engines, Turbines, and Power Trans. Equipment	Railroad Rolling Stock	Other Telecommunications
Foundries	Resins and Synthetic Rubbers, Fibers, and Filaments	Satellite Telecommunications
Household Appliances	Semiconductors and Other Electronic Components	Scientific Research and Development
Industrial Machinery	Ship and Boat Building	Software Publishers
Iron, Steel, and Ferroalloys	Medical Equipment and Supplies	Wireless Telecommunications Carriers
Motor Vehicle Bodies and Trailers	Reproducing Magnetic and Optical Media	
Motor Vehicle Parts		

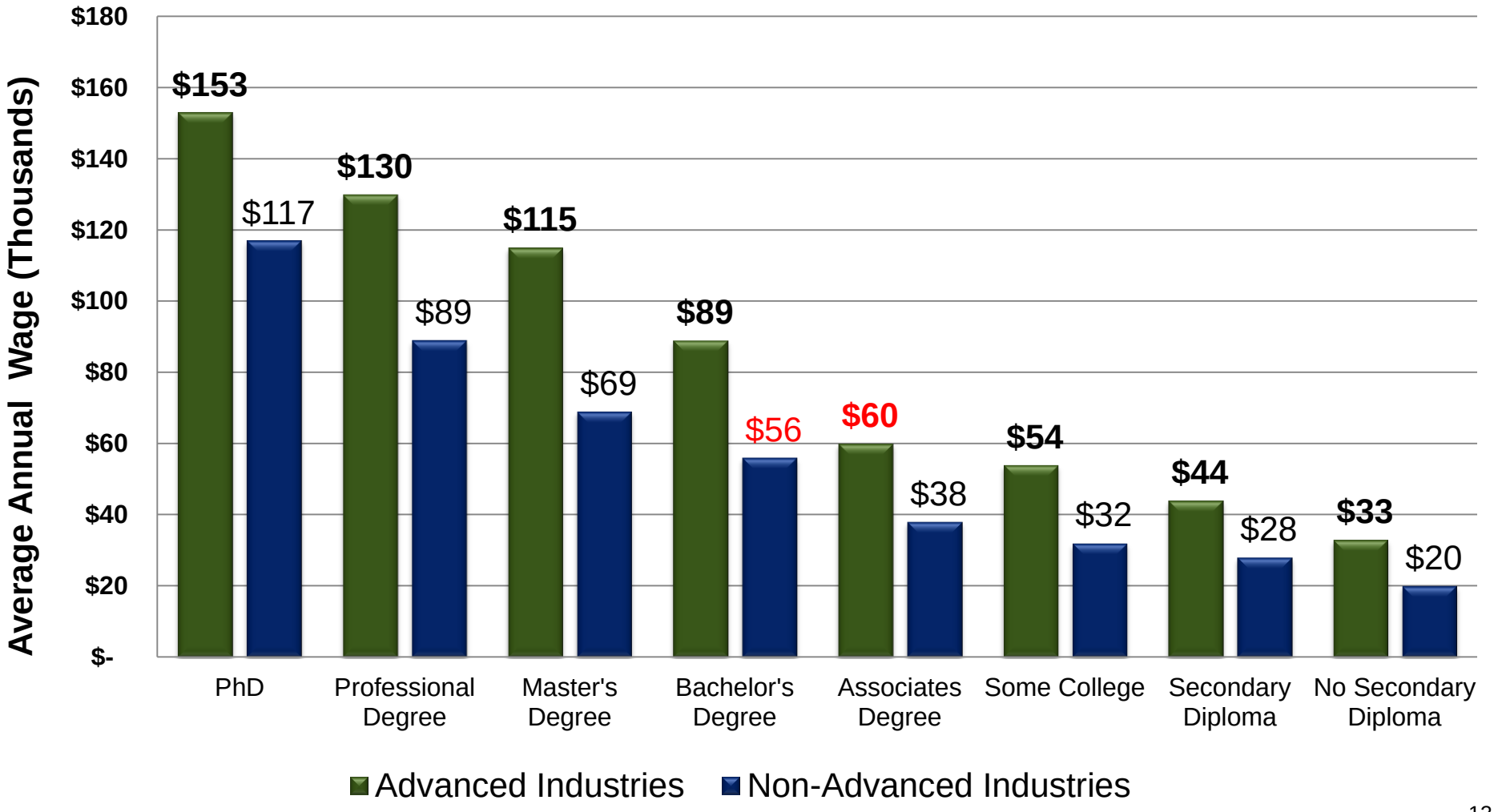
- Invest more in R&D
- Employ higher share of Science, Technology, Engineering and Math (STEM) workers than all other industries

Source: Brookings Institution, February 2015

Why are Advanced Industries a Good Fit for Hayward?

- Generate a large share of GDP
- More business-to-business purchases
- Jobs multiplier = 2.2 jobs for every new advanced industry sector job, .8 local
- Offer high-quality economic opportunities for Hayward workers

Wage Premiums at Every Level of Education



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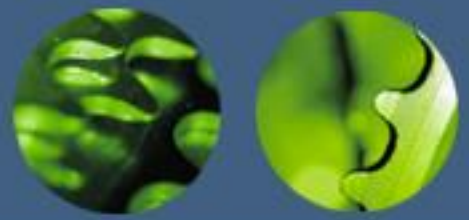

Conclusion: Next Steps

1. Explore land use and zoning policies to attract advanced industries
2. Develop infrastructure and amenities to attract advanced industries.
   - **Infrastructure** – Broadband internet service, multimodal transportation options, utilities, fire and hazmat response capabilities
   - **Amenities** – business-serving retail, restaurants, open space, place-making elements
3. Foster partnerships to grow major industry sectors